BALLYHOO

ZILCH COLLEGE SPECIAL

JULY
15 CENTS

He blamed PERSPIRATION for those clammy socks . . .

DO THIS

if you want to SEE Athlete's Foot. These are the places, in the flesh between the toes, where the boring fungi usually attack the victim. Look for red skin that appears angry, feels itchy; or white blistered patches moist with seepings. In more advanced stages, you will note the skin cracking open with rawness and soreness.

BUT THE REAL CAUSE WAS

ATHLETE'S FOOT

MILLIONS of people who think they suffer from nothing more than perspiring feet will do well to take a look at the flesh between their toes tonight.

Does it feel moist and sticky? Are there white, seeping blisters? Or does the skin look red, angry, with itching? Is it scaly, peeling, cracked open and raw?

Any one of these danger signals warns you that a lot more is wrong than merely perspiration.

For chances are you have a case of Athlete's Foot, and in the flesh between your toes there lurk billions of tiny, repulsive fungi—digging and boring, breeding and giving off sticky seepings. The U. S. Public Health Service has asserted that "*it is probable that at least one-half of all adults suffer from it at some time.*"

Apply this Inexpensive Treatment*

If your feet perspire, play safe and examine your toes for the danger signals. At the slightest sign of infection, begin the immediate application of cooling, soothing Absorbine Jr. morning and night.

When you buy, accept nothing but the real Absorbine Jr. It is your tried-and-tested, your proved assurance of relief. On sale at all drug stores, $1.25. For free sample, write W. F. Young, Inc., 416 Lyman St., Springfield, Massachusetts.

When perspiring feet feel tired, sore, swollen

Ladies and gentlemen—golfers, salesmen, postmen, policemen, everybody! Here's soothing relief for folks whose feet suffer from summer's heat. Pull off those clammy damp socks, and douse on cooling Absorbine Jr. Thousands say it's like putting those sweltering feet on ice. Absorbine Jr. is also wonderful for sunburn; an excellent antiseptic for insect bites.

THEY BITE, DIG, AND BORE

This is an actual photograph of Athlete's Foot fungi magnified one thousand times. In the flesh between the toes of a victim, millions of these vicious fungi cause distress by digging, boring, breeding, and give off insidious seepings.

***A fraction of a cent an application**

Because of its superior ability to kill the fungi, a sufficient quantity of Absorbine Jr. for each application costs only a fraction of a cent. Here is the simple, inexpensive treatment to follow: 1. Douse your toes morning and night with cooling, soothing Absorbine Jr. 2. To guard against re-infection, sterilize socks by boiling 15 minutes when washed. Note how quickly and smoothly your condition clears up.

ABSORBINE JR.

SUNBURN

for years has relieved sore muscles, muscular aches, bruises, burns, cuts, sprains, abrasions

WHY DON'T OUR GRADUATES ADVERTISE?

Wilbur Fizzle, '34. Son of Drizzle and Lizzie Fizzle, of New Rochelle. Able to read and write —can count up to ten and plays amazing game of bridge and pinochle.

Just Out!

This amazing new graduate

WILBUR FIZZLE

with knee action, floating kidney, unbreakable spirit . . . free wheeling.

Free from B. O., Dandruff, Athlete's Foot, Halitosis and Pink Toothbrush.

NOW READY FOR BUSINESS

30 DAYS FREE TRIAL

YOU OWE IT TO YOURSELF TO INVESTIGATE THIS STARTLING YOUNG MAN!

BALLYHOO, July, 1934, Vol. 6, No. 6. Published monthly and copyrighted by the Dell Publishing Co., Inc., 149 Madison Ave., New York, N. Y. George T. Delacorte, Jr., President and Treas.; H. Meyer, Vice-Pres.; M. Delacorte, Sec'y. Chicago Advertising Office, 540 N. Michigan Avenue, Chicago, Ill. Entered as second-class matter June 22, 1931, at the Post Office at New York, N. Y., under an act of March 3, 1879. Yearly subscriptions $1.50. Single copies 15c. Price in England 1/– a copy; subscriptions 13/6 the year post free. Other foreign subscriptions $2.50 a year. Sole foreign agents: The International News Company, 5 Breams Building, London, E.C. 4, England. Ballyhoo does not hold itself responsible for the loss or non-return of unsolicited contributions.
Printed in the U. S. A. by Art Color Printing Company, Dunellen, N. J.

WHY DON'T OUR GRADUATES ADVERTISE?

Take no Chances!

Ordinary Girl Graduates contain irritating impurities

MILLICENT McLIPSCHITZ

IS AS PURE AS THE DRIVEN SNOW . . . AS SOFT AS OLD LINEN . . . RELIABLE

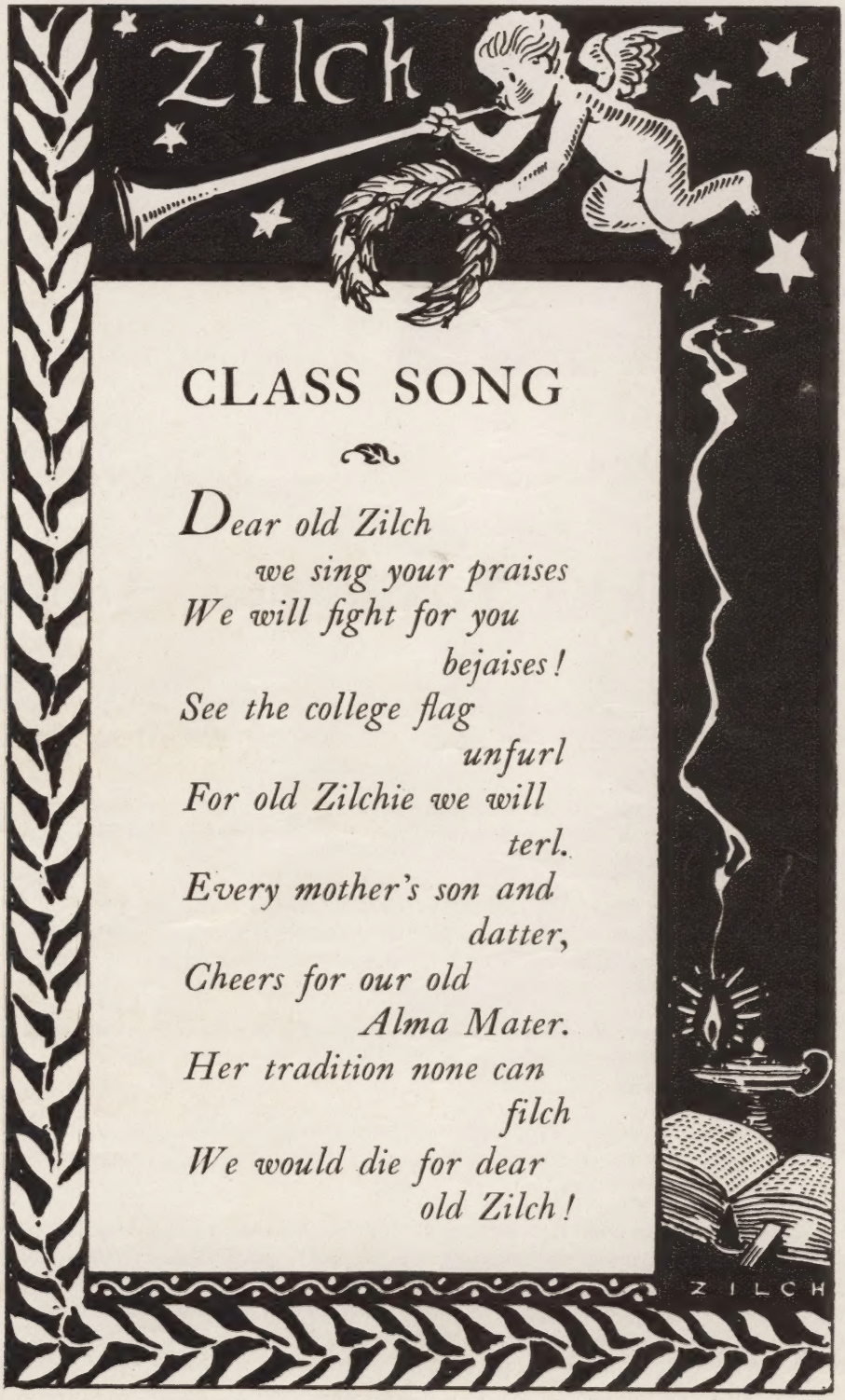
Now available for Marriage, or good steno job.

"You can't go wrong with a McLipschitz!"

Endorsed by Good Horsekeeping Institute

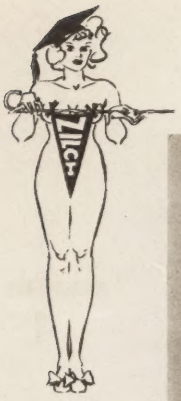
Millicent McLipschitz, the safe girl graduate, FRESH from a Daisy Chain Gang.

1 9 3 4



CLASS SONG

Dear old Zilch
we sing your praises
We will fight for you
bejaises!
See the college flag
unfurl
For old Zilchie we will
terl.
Every mother's son and
datter,
Cheers for our old
Alma Mater.
Her tradition none can
filch
We would die for dear
old Zilch!



Our Dean

Pres. Zilch's Graduation Address

"MY friends. As I stand before you and gaze into your empty faces, I am reminded of a dirty story. But since there are no ladies present I'm afraid I can't tell it so I'll get on with my speech.

"I know you're not going to like what I say but what are you going to do about it? The exits are blocked by armed men ordered to shoot on sight anyone who tries to escape. You're going to take it and like it.

"But as I was saying when I interrupted myself, as I stand beneath these great elms on the great campus of Zilch College and gaze up thru the branches at the magnificent spires of dear old Zilch, something strikes me in the eye. So if you don't mind I'll open my unbrella and continue with my speech.

"I want to tell the parents about some of the work Zilch men have been doing in the past four years. There was the classroom work, the work on the athletic field and the work of getting the bums to work.

"In the classroom Zilch men mastered the following subjects: Elementary Procrastination; Advanced Procrastination; Advanced Plugging; Advanced Spark Plugging; and How to Make a Girl Scout Make a Fire.

"On the athletic fields none were more proficient than Zilch men. Zilch cleaned up at polo all the time. In fact, many of our graduates will probably become White Wings. Of course Zilch hasn't won a football game for a couple of years. Thirty-eight years to be exact. They were nosed out last fall by Yale, the score being 87 to 3. The 3 points were scored when Elmer Zilch, Jr., famous Zilch humpback, kicked the man who was holding the ball for a goal. That is, instead of the ball. They would have played Notre Dame but Notre Dame got off at the wrong station and missed the game. But if Zilch didn't win on the gridiron, it did in the

stands. There were more empty bottles in the Zilch stands and more Zilch men left for dead—after the games than in any of their major opponents. Next year we hope to have a Zilch Drinking Team. The new freshman class looks promising. I've never seen such a bunch of red noses in my life.

"But I must tell you about my pansy bed. Wait a minute. That's the wrong speech. What *am* I supposed to be talking about? I've got it—Zilch ideals. Well all I've got to say is that our ideals are all Zilch and a yard wide. As you can judge from what I have already told you Zilch turns out perfect Zilch types. Why not? The college is ideally situated. It lies in the brewery district. There is a race track on the college grounds and none of the roulette wheels we use in the roulette classes are fixed. Well maybe they are crooked but all the students know it so what could be fairer? Besides we couldn't operate the college at a profit if they weren't. So the hell with you.

"BUT Zilch ideals are the nation's ideals I always say. How many Zilch men are there in jail? How many Zilch men are awaiting the electric chair? All right. I'll bite. I'll answer too. Only 354,628 and ½. The ½ is a Singer midget. Is that many? Certainly not. Just a handful. Think of the number of Yale men not in jail—especially the stockbrokers and banksters—and then say I'm cockeyed. Say I'm cockeyed anyway and see if I care. I am and I'm proud of it. I keep my eyes crossed to be good at honor exams.

"Yes sir, Zilch stands for High Ideals and I stand for anything. Go wherever you want in the collegiate world and see if you can find a more all around graduate, than our Zilch graduates, lying drunk under the speaker's stand today. Why shouldn't he be all around? The true blue Zilch man has done everything. In his freshman year he burns down one of the big buildings to celebrate our Necktie Day. They also usually hang an effigy of me or one of the students caught cheating at cards. As a sophomore he is taught you can always tell a Harvard man from a sissy. As a Junior he learns the Facts of Life and as a Senior his children are beginning to recognize him.

"In conclusion I want to say a few million words to the members of the graduating class.

"Graduating stewdents of Zilch College, Class of '34, I say unto you, the following. You have finished your four years loafing under these old elms. You are college bred. You are expert sleepers. You are proficient in Zilch ideals. You can tell a Chinese straight from a natural. You know that the neck is the most important part of the female anatomy. You know what to do in a taxicab on a wet night. You know what to do anywhere on a wet night. You are ready for the world. You are ready to start studying to be morons.

"So go out into the world and face its problems. You will find these problems manifold and difficult. There is the problem of Farm Relief. In the old days they used to relieve the farmer of everything to settle his troubles. They relieved him of his house; they relieved him of his money; they relieved him and relieved him until he became the rosiest, the healthiest and the nakedest man alive. But now Farm Relief means relieving him of his bills; relieving him of his mortgages; and relieving him of raising crops. In fact if he raises anything but weeds in his fields he goes to jail for relief.

"THEN there is the Problem of the Dollar. What is happening to the Dollar? Some say it has slipped down behind the backs of sofa cushions. Some say it is only worth 60c and some say a girl'll go a long way for 60c in Cuba. Some say nothing and that's the kind that have the best dope.

"Yes, these are only a few of the problems that await you boys in the Big World. There is the problem of who's going to care for Peggy Joyce in her old Age but I'm sure some good Zilch man will spring into the breach. There is the problem of abolishing the morning so 's no one will have to eat breakfast; the problem of what to do about chronic burping; the problem of people who suck their teeth after meals; the problem of getting Cincinnati out of the National League cellar.

"But I feel sure that every Zilch man, equipped as he is with his four years at Zilch and his constant association with me and his professors will be able to face the great tasks that await him in the outer world. In fact, if he has any sense at all and knows what's good for him, he'll turn around and come back to college for another four years of laying around with Alma Mater. By the end of that time things ought to be getting normal and Republican again and a college graduate will not have to work for a living but be able to step right out of the co-eds dormitory into a big executive job. I thank you. Has anybody got a flask on him?"

Campus Glimpes

A panorama of Zilch College with old Gobira Hall in the foreground. Behind those poison ivy covered walls Young America prepares for the battle of life. Or should we say bottle?

Horace Satchel, captain of the Chess Team, whose Batting-an-Eye Average was .600.

Merry students on their way to morning classes. The Lappa Lotta Gin Fraternity House is in the background.

On the steps of old Gobira Hall. Students waiting for the Profs to sober up so that classes may begin.

Zilch Co-eds forming the famous Gin-Daisy Chain.

Vera Baer, voted the Best Undressed Girl, who started a Nudist Cult in the back yard of Gobira Hall, and a revolution.

The Song and Dance Team plugging the School Anthem, "Did You Ever See a Dean Working?"

The Zilch "FENCE." Here's the Zilch Nine all ready to go out and steal bases or anything else that isn't nailed down. All the boys graduate in 1965.

Most Popular Professor, Dean Wimple, whose classes in Anatomy are always crowded. The Dean uses Fan Dancers as models.

Bedtime in a Sorority House. The man under the bed is the football captain.

CARRYING THE DAISY CHAIN
VALEDICTORIAN
AM I HOT!
STAR ATHLETE
MOST LIKELY TO SUCCEED
BEST DRESSED
MOST POPULAR [WITH THE BOYS
FUDGE
MOST POPULAR WITH THE GIRLS
BEST DISPOSITION
JAMES TREMBATH

SENIORS
1934

RODENT, RATOFF A. *"Scarface"*

MOST LIKELY TO SUCCEED

Organized Athletes' Protective Association. Muscled into football racket. Got cut on every athletic gate. Bumped off baseball coach. *We hope "Scarface" forgets his income tax some day.*

BUTTOCK, C. SATCHEL *"Solid Bottom"*

BEST SPEAKER

Got into college after an argument, been speaking out of turn ever since. Debating Team, winner of Talking Marathon. Will probably go into insurance business. Good luck, "Solid Bottom!"

LOVELACE, RUDY V. *"Tonsillitis"*

POPULAR WITH THE FAIR SEX

College Glee Club. Tapped for crooning. Bo Di Oh Do Society. Wrote college theme song, "Throw Another Broad on the Fire." Expects to go into radio work. Bad luck, "Tonsillitis!"

WEISMULLER, HARRY *"Tarzan"*

BEST ATHLETE

Threw the Dean and the hammer two hundred feet. Ran the wrong way for a touchdown in the Zilch-Rutgers game. Stroked the co-ed crew all season. Going into father's bread factory—the loafer.

BROUN, HEYWARD *"Brummel"*

THE BEST DRESSED

Strip Poker and Nudist Societies. Lappa Lotta Gin. Captain Crap Team and organized "Clean Up Week." We'll miss "Brummell" after he leaves. In fact, we'll miss a lot of things.

PEEL, C. SARAH *"Pinkie"*

THE BEST UNDRESSED

President Nudist Annex. Captain Stripping Team. Won Blue Ribbon Bare Back Riding and tore off fifty yards (of cloth) in ten seconds flat. We've seen a lot of Sarah and we hate to see her go.

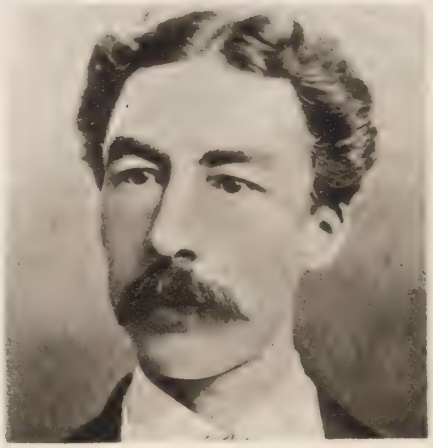
CLAIR, IDA *"Beaver"*

BEST STUDENT

Zilch's only bearded lady student. President both Boys' and Girls' Clubs. Vice-President Ha Cha Cha Sorority. Secretary Sticka Upsilon Fraternity. Still has students guessing after four years.

WEATHER, STORM E. *"Barfly"*

BEST MIXER



Storm's father was a bartender, so "Barfly" came to Zilch well prepared to mix with the boys. In fact, he mixed with everybody—the cops, the deans and the gals. He's to be an Interior Decorator.

Why doesn't the Government Control Graduation?

THE ZILCH FILCH

JUNE 1934

"Forsooth, it's bitter cold without."
"Prithee, kind sir, without what?"
"Without breeches, egad!"
—*Texas Income.*

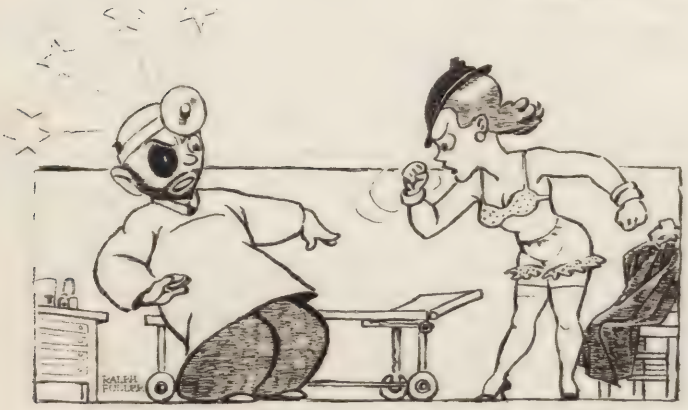
"Zounds! A comely maid by my Halidome!"
"But not made by you, Bad Knight!"
Note: It was an off Knight.
—*Yale Lock.*

"My wife writes me that's she's all unstrung. What shall I do?"
"Send her a wire!"
—*Maine Stem.*

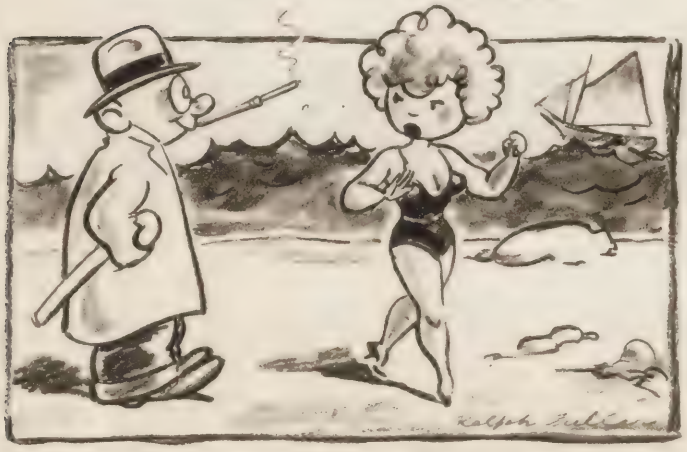
"Gimme dose keys!"
"Vot keys?"
"Dose whiskies!"
—*Iowa Dollar.*

"And why do you want me to take violin lessons, kind Sir?"
"Forsooth, to give thy chin a rest, garrulous maid!"
—*Ohio Miss You Tonight.*

"He painted me all in oil."
"Sure an' be jabbers, how did you get it off?"
—*California Climate.*



"What's the idea, lady! I only said you had acute dyspepsia!"
Idabo Potato.



"Wanna play croquet?"
"How dare you! You know it's wicket!"
—*Louisiana Hayride.*

"Howya, Babie?"
"A little petter, thanks."
—*Mississippi Mud.*

THE LITTLE HA CHA CHART

COCKTAILS

BALLYHOO
You too can become a Spanish dancer!

1/3 rum
1/3 white mint
1/3 green chartreuse
Dash grenadine
Ice and shake

BLUE EAGLE
Three of these and you'll do your part!

½ brandy
½ blueberry juice
Juice of ½ lemon
Ice and shake

CARIOCA
Six of these will start a revolution

1/3 bacardi or rum
1/3 cointreau
1/3 grapefruit juice
Ice and shake

CELLOPHANE
Will keep you FRESH but won't protect you!

1/3 kummel
1/3 gin
1/3 cointreau
Ice and shake

DREAM WALKING
You've seen one but did you ever drink one?

1/3 cream
1/3 gin
1/3 green and yellow chartreuse
Nutmeg on top

LONDON FOG
No description needed with this!

1/3 scotch
1/3 milk
1/3 cointreau
Ice and shake

APPETIZERS

Roll slices of chipped beef around short sticks of American cheese, toast in oven.

Remove pimientos from olives and stuff with peanut butter.

Hollow out inch pieces of Italian bread sticks and stuff with anchovies.

Thin slices of banana, dipped in mayonnaise, rolled in finely chopped peanuts, on toothpicks.

Mashed sardines seasoned with lemon between potato chips.

Hard-boiled egg stuffed with caviar and the yolk.

TOASTS

Here's to our friends
And our enemies as well—
What the hell.

Here's to the Blue Eagle calling its mate—and here's hoping it's the Doughdough bird!

Here's to the lady
Who can drink eighdy
And still be a lady!

Here's to the glass we love to sip—and the lass we love to gyp!

Here's to the ladies—God bless 'em and keep 'em. We can't.

Let's be patriotic and reduce that wine, women and song stuff to just wine!

PARTIES

BACKGAMMON PARTY
Supply your guests with red and white hats, six of each kind

Twelve people needed, six on a side. Each team picks a captain who does the "moving." Arrange two rows of chairs, as indicated. Teams take positions on opposite sides, in chairs 1, 4 and 6, two in each chair, one on the other's lap. By throwing dice each captain moves his "men" (toward chair 1) around to the last three chairs (4, 5 and 6) on the other side. When all the "men" are "home" they are "taken off" as in backgammon. A "man" alone on a chair is a "blot," and can be sent back home. To start again he has to throw a 4, 5 or 6. Game can also be played with eight, four on a side, taking positions on chairs 4 and 6.

NON-CONFORMIST DINNER PARTY

Your "radical" friends will love this. Notify them in advance with an appropriate "invite," or rather an inappropriate one, such as a telegram "collect," and the warning that any conventional gesture will be considered a deliberately unfriendly act. Start the dinner backwards, with demitasse and brandy, ending up with hors d'oeuvres and cocktails, and be *sure* that the *wrong* wine is served with each course. Emily Post table manners are *de trop*.

GAMES

HERE'S HOW!

Place about 25 slips of paper, each bearing the name of a different liquor or cocktail ingredient, in a hat. Each player antes a nickel or a dime and draws a slip. A "bartender" is picked, by drawing cards, and he opens a "drink recipe" book "blind" and puts his finger on a "drink." He then reads off the ingredients and the lucky ones holding the corresponding slips divide the "pot" in proportion. Each time an ingredient is named and no one has that slip, each one antes up and draws another slip until the recipe is completed. Example: If the "pot" is 60 cts. and the ingredients are ½ bacardi, ¼ lemon, ¼ pineapple juice, "bacardi" gets 30 cts., "lemon" and "pineapple" each 15 cts. A player holding a "Dash of Bitters" slip, or one of that kind, gets his ante back before the winners divide the pot. Mark one of the slips "Mickey Finn." A player drawing this, immediately takes the whole pot.

DILLINGER SWEEPSTAKES

One of those extension microphones which you attach to your radio, and an extra fifty feet of wire is needed for this game and a suburban home. While the rest of the gang close themselves in the kitchen (the thirsty ones will like this), the "shadow" and his accomplice pick out a hiding place, run the wire from the radio out the nearest window and thence to another window, upstairs or down, back into the house, to the hiding place. This done, the "shadow" and his accomplice sound the alarm, via the radio, and proceed to broadcast to the hunters just how "warm" they're getting and any other extemporaneous remarks they can think of. The hunters cannot leave the house to see where the wire goes. Whoever finds the "shadow" gets his chance next, and picks his or her accomplice.

TRICKS

With soft pencil, mark an initial on a lump of sugar. When no one is looking, press hard on initial so that imprint is also on your thumb. Drop the lump, initial up, in a glass of water, take person's hand, and place over top of glass, at the same time pressing your thumb on their palm so that the initial is transferred there. Tap the glass with a knife and tell them that the initial will rise to the palm of their hand. In a few moments the initial on the sugar will disappear and you can show them the initial on their palm. Some fun, eh kid?

A lot of fun (and money) can be had with this trick, especially if the "sucker" you pick has read about it in the "New Yorker" (they got it wrong) because he'll think he can outfox you. Ask a dinner companion how many times the name Lea & Perrins appears on the Worcestershire bottle. He'll count very laboriously and finally say "19" (if the outside white wrapper is on) or "10" if it isn't, overlooking the 37 times it appears in the border of the orange label, which makes a total of 56. The New Yorker "wise guy" will say "55."

Amaze your friends by betting that you can force a peeled hard boiled egg, without breaking it, into a water carafe when its neck is smaller than the egg. Take a long piece of paper, light it, drop it into the empty carafe, then place the egg in the neck of the carafe. The fire burns the oxygen in the carafe making a vacuum which immediately sucks the egg down into the bottle. It's up to the host to get it out again.

MANHATTAN MERRY-GO-ROUND — CAFES — RESTAURANTS — NIGHT CLUBS — ROAD HOUSES — HIGH SPOTS

CHATHAM
Vanderbilt and 48th
The swellest outdoor cafe in town.
Special: *Martini.*

PARK LANE
Park and 49th
if you can stand the Chirsty murals.
Special: *Pernod.*

RITZ-CARLTON
The Men's Bar and the most restful cocktailing place in town.
Special: *Old Fashioned.*

WALDORF
The lobby lounges. The shell room or the one with the mirrors where you can see celebrities twice.
Special: *Waldorf Collins.*

RUSSIAN KRETCHMA
244 E. 14th
Hail Real Russian food and vodka.
Spiced lamb broiled on spit.

PARISIEN
304 W. 56th
Excellent French food and reasonable.
Lobster Thermidor

FRANK & JACK'S KITCHEN
318 W. 45th
If you don't say the *Fillet Mignon* is the best you ever ate, no charge.

BREVOORT
5th at 8th
(Sidewalk Cafe)
The same old place even to the liquor.
Fillet Sole Bon Femme.

LAFAYETTE
University and 9th
Real French atmosphere and food.
Snails & Zeltinger Rhine Wine.

19 WASHINGTON SQUARE
Formerly Barney Gallant's, now run by Arnold. For a quiet dinner or a noisy supper.

EL MOROCCO
154 E. 54th
Still getting *the* crowd. Deslys & Clark, Joe Smith's orchestra. Dressy.

MURRAY'S Tuckahoe
Plenty of noise and whoopee. Drive up Bronx River P'ky.

ARROWHEAD INN
Riverdale Ave. at 246th St.
Still popular with its open air dancing.

Westchester Embassy
Armonk
A beautiful spot to dine and dance if you're a member.

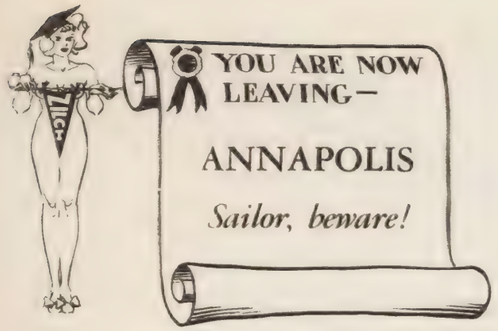
MAISON RAFFIER
23 W. 51st
If you weren't looking at Radio City you'd think you were in Montmartre.

GIGI
319 W. 51st
A summer garden with rain on the roof, rain or shine.
Risotto

BELLA VISTA
139 E. 57th
One of Manhattan's few penthouse restaurants.

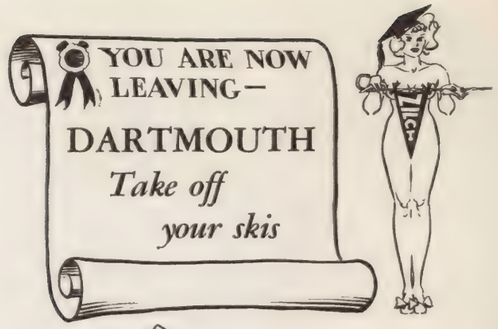
LUM'S
Lexington and 59th
Formerly in Chinatown.
Best Chinese food in town.

The BIG Ha Cha Chart, with Over 100 Latest "Cha's" and a Complete Deck of Cards for the "Here's How" Game. Now on Sale at All Newsstands.



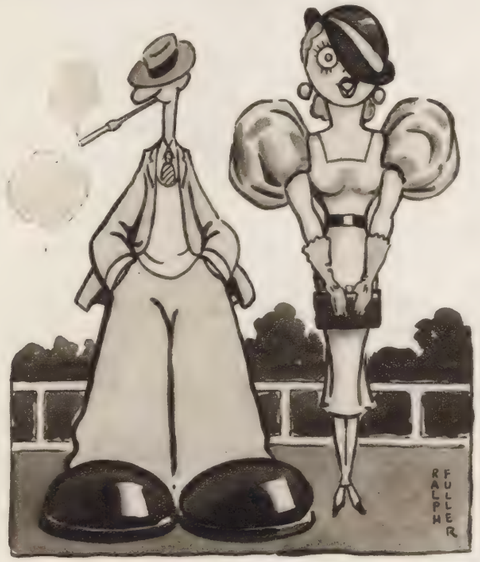
"And so I left her unawares."

"Goodness, without a stitch?"
—*Kansas Cyclone.*



"Lady, do you believe in the hereafter?"
"Yes, hereafter don't bother me!"
—*Vassar Matter.*

"Do you take this woman for butter or wurst?"
"Liver alone! I never sausage nerve!"
—*Tufts O'Hair.*



"Oh Boy! Did I have a swell time at Mabel's party!"
"Who was there?"
"Mabel and Me."
—*N. Y. U. Saidit.*

"Is Joe still mopping floors at the hotel?"
"Sure, he's the same old floor flusher!"
—*Simmons Bed.*

"I'm working my way through college."
—*Dakota Pants.*

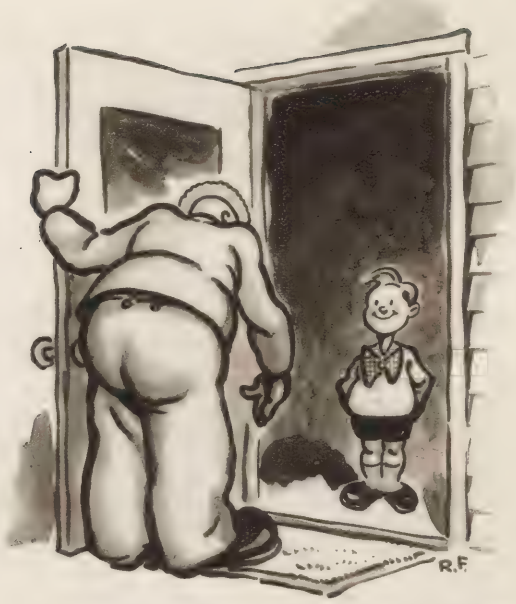
"What are youse doing?"
"I'se stalking, Massa."
"Well, less stalk and more action!"
—*Kentucky Moon.*

"Zounds, that guy's got a head like a dollar!"
"Why has he a head like a dollar, Mr. Bones?"
"Gadzooks, I dunno."
Mass. Attack.

"I'm working my way through college."
—*Lehigh Lowdown.*

"So they voted you the man most likely to succeed!"

THERE'S THE DOOR, YOU JEZABEL—I AM NO LONGER YOUR FATHER!



"Where can I get hold of your sister?"
"I dunno—she's ticklish!"
—*Dartmouth Wash*

STRANGE INTERLUDE

Two Zilch College professors spent most of their time at the club. Evening after evening this went on, until their wives decided that something must be done. Accordingly, one evening they sent their husbands' pajamas to the club house and awaited developments. A little later, the two rascals came home *wearing* the pajamas and each carrying in his hand a *lighted candle.*
—*Penn Sieve*

"I'm working my way through college."
—*Cornell Cure*

"Ah there, Chicken, does your mother know you're out?"
"Sneeze, kid, your brain is dusty!"
—*Army Tank*

"Look what a college education did for me!"
—*Navy Bean*

"Some Harvard —— put a tack on this fence!"
—*Maryland My Maryland*

"We never turn it on, we've heard all the jokes."
—*Columbia Gem of the Ocean*

"I'm too poor to marry you."
"That's all right, I can always take in fan dancing."
—*Oxford Shoe*

'Gentlemen, as representatives of the class of '09, you are awarded the prize for the best Alumni costumes."
"We weren't playing!"
—*Michigan Boulevard*

"I'm working my way through college."
—*Missouri Showme*

"Look what a college education did for me!"
—*Washington and Mary Xmas*

ADVICE TO THE JUNE BRIDE

Look Before You Leap or the Pitfalls of Marriage Exposed

Young Man, Before You Marry, Remember That All Is Not Gold That Glitters and Pride Goeth Before a Fall

Recalling those happy days when he popped the question and you gave the wrong answer—yes!

A good husband may be worth his weight in gold, but gold isn't worth much these days.

However, if you must marry, you must, but look out, many a fly has ruined many a honeymoon!

And after, when hubby comes home tired out from a hard day at the office, don't scold.

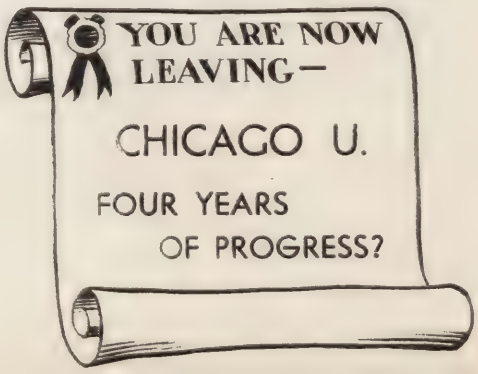
Simply put on the old boxing gloves and beat the living tar out of him. He will grow to love it, and besides, it's a great way to take off weight and keep in trim.

"I used to go to Harvard."
—*Harvard Accent*

"Tell me, fair maid, how does one avoid falling hair?"
"'Tis passing easy, varlet. Jump out of the way!"
—*Radcliffe Dweller*

"Look what a college education did for me!"
—*Rhode Island Rooster*

Now where *did* that hammer go?"
—*Union Suit*



"They say she fell for the landlord, but it was only an idle roomer."

—*Minnesota Water*

"I'm working my way thru air school."

—*Notre Dame Much*

"Naomi thinks this duel is over her, but it's actually over the Stavisky Scandal."

—*Virginia Dare*

"My girl, Annie, used to meet me here in her Ford."

"I guess Annie doesn't fliv here any more!"

—*Colgate Ajar*

"Hey, Pop, I got it! Now can I go to Europe?"

—*Cornell I Yell*

"I'm working my way through college."

—*Florida Orange*

THE INQUISITIVE REPORTER

The Question: *"Are Sweet Girl Graduates Sweet?"*

The Place: *East Side, West Side, All Around the Town*

Myrtle Mae McGillicuddy, hostess: "Yes, indeedy. In fact, I'm a graduate of the chorus myself . . . but, no kidding, I think girls who graduate would get along better if they didn't wear so many clothes; those long black robes they wear cover up everything. Imagine Sally Rand in a get-up like that! You've got to give your public a break these days, or you don't get to first base; you end up behind the eight-ball so to speak—no job and no alimony. 'Give 'em a thrill' is my motto, and I'm not doing so bad what with the depression and all."

Mrs. Minnie Gouch, society matron: "I certainly do think sweet girl graduates are sweet. My grandmother practically graduated from Barnyard, and that's where I'm sending my daughter Gloria. I always say, 'there's no place like Barnyard,' that's what I always say, and I like Clark Gable, too; so strong, so masterful, so tender. I go to see all of his pictures. I've got a framed photograph of him in my bedroom, where I can always see it. My husband don't like it much, but that's the way to hold a man; make him a teeny weeny bit jealous."

Al Zipes, supervisor: "College graduates give me a pain. I went out with one of the ilk last year, and when I tried to kiss her, good night, she got on her high horse. Such an un-American snobbishness disgusts me. There should be a Federal investigation. Who do they think they are, anyway? Our Forefathers fought and bled to make this good old U. S. A. free for democracy, and if they don't like this country why don't they go back where they came from?"

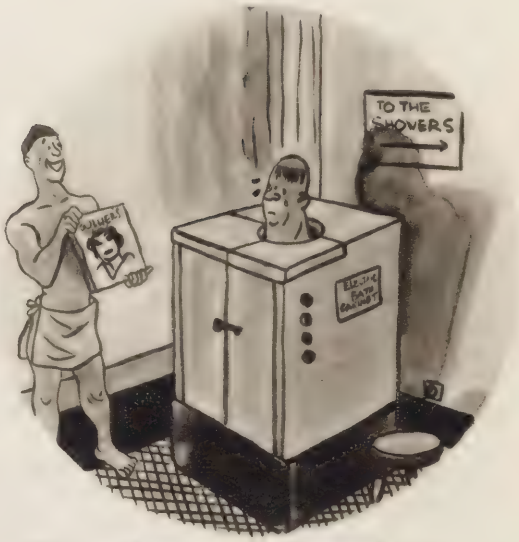
Sidney Goldenrod, teacher: "You can quote me as saying college girls are O.K., and I should ought to know on account of I'm a college man myself—City College, class of 1921. I'm also engaged to a college graduate, and is she sweet? You're telling me! Boy, when she looks at me with those eyes she makes me think of Joan Crawford. We go to the Public Library in the winter and Far Rockaway in the summer. If we don't get too many payless furloughs we expect to get married in three or four years.

Herman Goober, executive: "Do I think sweet girl graduates are sweet? Well, yes and no—know what I mean? It all depends on the girl. Some girls are sweet and some girls ain't—it's up to the girl, you know what I mean, and then it depends on what they're a graduate of. You got to take that into consideration before you can form a definite opinion; you know what I mean?" For instance, I know a girl from Bryn Mare and she's not so hot, you know what I mean?"

Joe Lopoff, merchant: "I'll say they are! In my opinion, the modern girl can't have too much education, if she don't carry it too far—like the Brain Trust, for instance. There's nothing makes a girl so refined and cultured like a college education. When I go out with a girl I like to be able to talk about art, literature, and the serious things of life, like Einstein's Theory. I'm funny that way. Not that I don't like a little good clean fun now and then. I think American Womanhood is here to stay."

"Look what a college education did for me!"
—*Northwestern Mounted*

"Welcome home, my boy!"
—*Lafayette Werebere*



"I'm working my way thru college."
—*Wellesley Loneliness*

"Prithee, old bean, make a sentence with the word, 'manna'."
"Very well, Abercrombie, 'Manna' brave hearts are asleep in the deep!'"
—*Washington Merry-Go-Round*

WHAT THE SUMMER GIRL WILL WEAR

Ballyhoo's Advance Fashion Notes for the Chain Store Debutantes

"The Boardwalker," a flimsy bit created by Sasparelli for Kresge.

This group shows the "Splash Me," the "Anchors Aweigh" and the "Hacha," all from McCrory's.

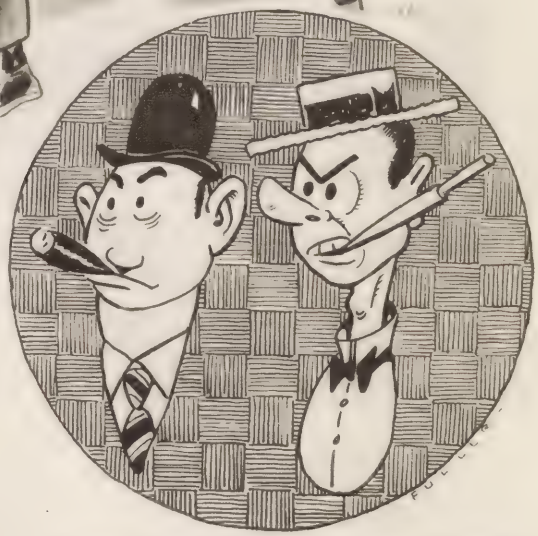
Stripes are to be in vogue again, girls. These are the new Rye Beach models on sale at W. T. Grant's Tomb.

Below: A free basket of dead fish goes with each one of these Mclellan models.

Overstuffing is again emphasized in this "Busted Sofa" model created by Mutchabelli for S. H. Kress.

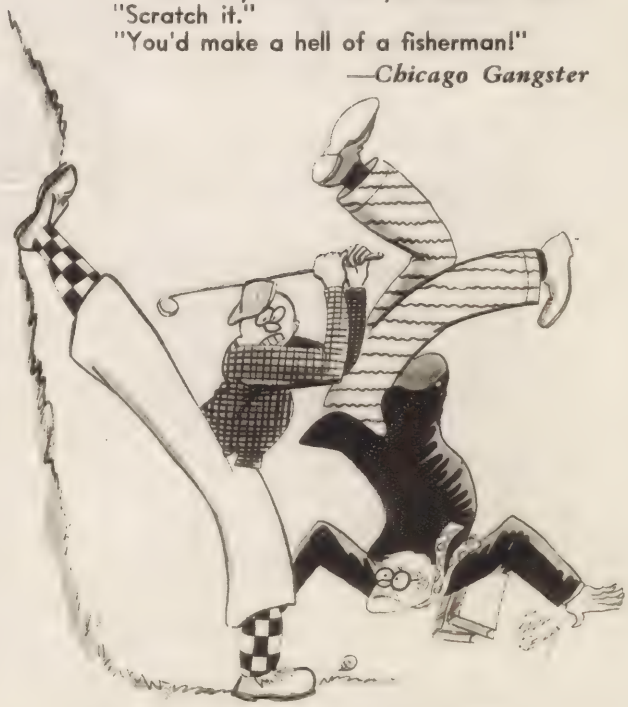
"Who told you they needed a boy at the Coffee Pot?"
—*Alabama Bound*

"College? Ah, all that is behind me now!"
—*Brown Betty*



"What do ya do when you have a bite?"
"Scratch it."
"You'd make a hell of a fisherman!"
—*Chicago Gangster*

"Wring out wild Belles!"
—*Buffalo Nickel*



"How you doing with your Greek?"
"Swell—I owe him eleven bucks!"
—*Holy Cross Eye*

ADLAFFS

BALLYHOO PAYS $10 FOR EACH ADLAFF PRINTED

(But remember, in case of duplicates, the first one in gets the ten bucks!)

PAPER IS THE BASE OF THE JOB

Everybody to their own taste.

Buddy Frazee of White Plains had the measles

Just imagine if he'd had the "Flu"!

The FOOT SIZE has a Number
The LEG SIZE has a NAME...

Yes, yes, go on!

• The instant you see and touch it, you'll realize its beauty....

A new angle on the New Deal!

Bath Towels

HAVE GROWN UP!

"You haven't done so bad yourself, baby!"

Servicing sets in homes is interesting and profitable work. Good men get many calls. N.R.I. Training fits you to service all types of sets.

"Interesting—and how!"

She's got brains too..

Why anyone can see that!

A NEW THRILL in bathing!

We'll have one installed tonight!

"Look what a college education did for me!"
—*Teacher's Pet*

"And there he was—right under the bed!"
—*Gettysburg Address*

"Have you read any good books lately?"
—*Barnard Hen*

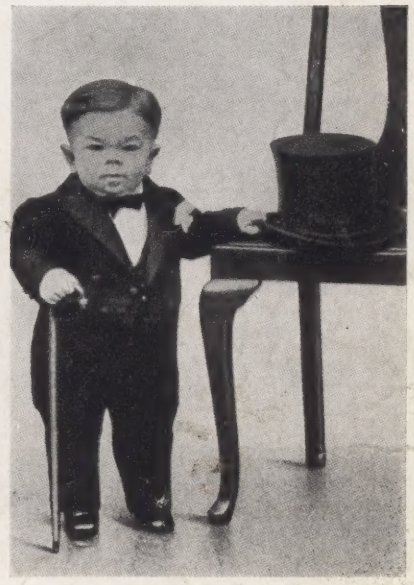
"Look what a college education did for me!"
—*Hawaii Lei*

Let These Great Critics
Choose Your Magazine Reading

Join the Magazine-of-the-Month Club

Dorothy Cancan, author of "The Lust of the Mohicans" and other book-ends. She is president of the club.

Ivan "The Terrible" Mason, famous explorer, author of "Up the Creek."



Otto Shrimp, famous short, short, short story writer, author of "Little Man, So What?"

All these Great Critics have selected BALLYHOO as the Magazine of the Month

Let us solve your Reading Problems! Join the Magazine-of-the-Month Club by clipping the coupon.

Each month we will send you the Best Magazine.

NOTE: Not one cent was paid to these Critics for their endorsement. We simply gave them Due-bills.

Ballyhoo,
149 Madison Ave.,
New York City.

Dear Sir:

I believe everything I read so enclosed find my check for $1.50 for 1 yr's subscription.

.....

.....

TIRED?

The quickest way to raise your pep to par is by drinking a glass of Ballantine's Ale. And this isn't just an advertising expression. Here are the facts. The process of brewing ale is quite similar to that of human digestion. Therefore, when you drink ale, its generous food values are all ready to be taken directly into the blood stream. When you are tired this means a quick pick up without the stress and strain of slow digestion. Send out now for a bottle of Ballantine's Ale. You'll feel like a new person. The quick set-up you get from ale is not artificial or temporary. It has a lasting, beneficial effect. It's healthy! Try it.

"America's Finest Ale"
since 1840

Keep this fine old ale on hand at all times. You'll learn to depend on its health-giving values. If you haven't tried it yet—ask for a glass the next time you are at your favorite restaurant, hotel or club. Then try it on the family, have a case sent home today from your grocer, delicatessen or dealer.

BALLANTINE'S ALE
TRADE MARK

Darwin Scans